

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

June 23, 1943

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Fertilizer grade substitution removed	Lewis	Released June 18
Bags for handling West Coast grain	Lewis	Released June 19
Use of re-worked cotton bale ties	Lewis	In clearance
1943-44 chemical fertilizer program	Lewis	In clearance
Production of 100,000 home dehydrators approved	WFB	Released June 22
Custom operated farm machinery (to be tied up with F and H broadcast on wheat harvest reports)	Heinen	To be prepared
Radio Flashers: buy mixed fertilizers early, use of ammonium nitrate, A and B crops, general regulations on fertilizer use.	Dana Reynolds	In preparation

OVERALL FOOD CAMPAIGN

Article for American Association of University Women (Last week's items are still in preparation)	Marshall	In preparation
--	----------	----------------

PRODUCTION GOALS CAMPAIGN

(See last week's report for pending materials. New material listed below.)

Farm and Home Hour:

June 29 -- "Hot Weather and Work Stock" Wallace Kadderly	Burch, ARA	In preparation
July 1 -- "Wheat Harvest Progress Report" Wallace Kadderly	Heinen, AAA	In preparation

Farm Flashers:

Stock Truck Stretch Ahead	Herndon, OI	In preparation
Small Farmers Trench Silo	Fox, FSA	In preparation
Chick-Raising Farm Boys	Fox	In preparation
Boosting Peanut Yields	Reynolds, OI	In clearance
Save Beeswax Scraps	Reynolds, OI	Cleared

PA and IES:

Food through Machine Sharing	Fox, FSA	In preparation
------------------------------	----------	----------------

Subject	Assigned	Status
Background piece "Fill the Silo" campaign	Hill, AAA	In preparation
Background piece "Replanting Unsuccessful Acreage"	MacMurphy, AAA	In clearance
Background piece "Stretch the Pasture"	Hill, AAA	In preparation
Background piece "Hayseed Conservation and Harvest"	Hill	In preparation
444 Program Announcement	Emerson, AAA	In clearance
New Vegetable Program announcement	Emerson, AAA	Planned
444 Wheat Program	Emerson	In preparation
Increasing and Maintaining Milk Production - Food Information Piece.	Lloyd, Ext.	Cleared
Feature story on rope and twine to WNU	Beckman	Mailed
Photo-Quiz feature on farm life to PARADE	Beckman	Mailed
Five stories and 12 photos on farm production	Mrs. Beckman	Mailed
More alfalfa seed results after right cutting practice	BPIS & AE	In Clearance
Boosting peanut yields	Reynolds	In clearance
Seed of clovers an important 1943 crop	BPIS & AE	In clearance
Doelittle tomato bulletin discusses nearly 40 diseases	BPIS & AE	In clearance
New AWI leaflet, "Protecting potatoes from late blight."	BPIS & AE	Feed. from press

Subject	Assigned	Status
<u>NUTRITION AND FOOD CONSERVATION CAMPAIGN</u>		
We'll have enough food for health - if we use it wisely - Dope on supply to Jane Hads of AP for a Sunday feature.	Nichols	Dope given
Material for a similar piece, angled differently, to Inez Robb of INS.	Nichols	Dope given
Food waste facts and figures and another plug for nutrition as it ties into Food for Freedom Week to Magazine Food Editors.	Nichols	Dope given
Request from Ladies Home Journal for glacettes of Nutrition Wheel filled.	- - -	Finished
500 word on the National Nutrition Program for David Laurence outfit.	Solomon	Finished
Request for 2,000 Nutrition Wheel Posters for Cleveland office of National Fruit & Vegetable Association filled - also gave representative some folders on how industry can cooperate, and some conservation material.	- - -	Finished
Suggested conservation contest to Sunset Magazine.	Nichols	Finished
Conservation stuff to House & Garden.	- - -	Finished
Plug for Food for Freedom week tie-ins with Nutrition & Conservation in letter to magazine foods editors.	Nichols	Finished
Federal Food Reports on snap beans. Food for war workers conservation of Dairy Products.	Hoffman	June 17 - 18
Radio Roundup - changes in Bread Order - Make most of milk - What's in green beans w- enriched flour and fish, important protein food.	Cohan	June 26
Housewives Chat: Food notes	Martin	In preparation
PA and INS radio: Putting on Food Squeeze.	Cohan	In clearance

ANTI-BLACK MARKET'S CAMPAIGN

RADIO

Columbia Country Journal. "War Meat Board and the Farmer," by Harry Reed, Chief, Livestock & Meats Branch, FDA	Howell, FDA	In clearance
--	-------------	--------------

Subject	Assigned	Status
<u>MEAT HANDBOOKS</u>		
FDA Regional Offices are preparing for State and Area meat marketing supervisors	FDA Regional Offices	In preparation at 5 offices, finished at 2
<u>FOR SECRETARY'S ANNUAL REPORT</u>		
Summary of Black Market problem and actions taken	Rowell, FDA	In preparation
<u>LEAFLET</u>		
"The Farmer Grades His Meat", a practical handbook, with pictures -- for distribution to farmers	Briggs, FDA	In clearance
<u>VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN</u>		
<u>Radio</u>		
Victory Garden Program (Blue) - "Food from Late Summer Gardens"	Humphill Moore DuMars	In preparation for June 28
Farm and Home Hour - "Oven Drying: One Way to Preserve Food"	Van Daman	In preparation for June 29
Reminders - Charts Canning Tomatoes and Juices Garden Questions and Answers Food Preservation Questions and Answers	Douglass Douglass Wharton	In preparation In preparation In preparation
<u>Farm Broadcasts</u> V-Garden for 4th Fighting Pot to Bugs Cucumber Beetle Warning Mexican Bean Beetle When Work in Beans?	Briggs Briggs Briggs Briggs Briggs	In clearance In clearance In clearance In clearance In clearance
<u>ISS AND FA</u> V-Garden Tricks	Briggs	In clearance
Other Network Broadcasts - Serval, Inc. "Fashions in Rations" "Your Vitamin Bank Account"	Van Daman	In preparation for June 26
<u>Press</u>		
<u>Market Backlogs</u>		
Oven drying the Surplus from Your Victory Garden	E. Davis	for release about June 25

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Canning Fruit Juices at Home	Pundt	Released
Canning Tomatoes	Pundt	In preparation
Root Vegetables in Wartime Meals	Pundt	Immediate Release
Use of Fresh Tomatoes	Pundt	Immediate Release
Snap Beans on Top Again	Pundt	In preparation
More than One Way to Preserve the Fruits and Vegetables from Your Victory Garden	Davis	In preparation
Victory Garden Contests and Harvest Shows (for <u>The Flower Grower</u>)	Hochbaum	Completed

FARM LABOR CAMPAIGN

PRESS

Story on methods of handling interstate and foreign labor	Bryan	In preparation
---	-------	----------------

RADIO

Homemakers Chat - Safety for Women on farm	Bailey	In preparation
--	--------	----------------

FOOD INFORMATION SERIES, LEAFLETS, ETC.

Safety for the Crop Corps - AWI series	Poole	At printers
Do You Need Additional Farm Help	Meyer	At printers
Victory Farm Volunteers	Frutchev	At printers
Women's Land Army of U.S. Crop Corps Needs Workers - AWI series	Bailey	At printers
Discussion Guide on Farm Labor	DeVries	In preparation
RAB-EXT flier (Farm Community Effort)	Johnson	In preparation
Report of Food Administrator - Farm Labor for Secretary's Annual Report	Meyer	In preparation
July Farm Labor Jobs	Hancock	In preparation

VISUAL

Window display - These are the Weapons	Bennett-Baldwin	In preparation
Volunteer Land Corps Film	Bennett	In preparation
Mats for State ext. editor use on insignia, uniform, certificates	Bennett	In hands of contractor
Poster for Recruiting help for Harvest	Sill	In preparation
Poster, WLA recruiting	Sill	At printers
Poster, These Overalls are Your Uniform, Bud	Poole	At printers
Slidefilm - How to train groups of workers	Bennett-Vaughn	In preparation

MAGAZINES

Thousand-word editorial for Oct. issue of OUTDOORS	Hancock	In preparation
Thousand-word - farm labor items of interest to food distributors - July issue of Food Trade Letter	Fulghum	In preparation

